SEPTEMBER 21, 1982

TO: HERB SHANZER - HNS
           DOUGLAS DOBBS - ALCC

FROM: BILL TURNER - WJTL

THE MORE I THINK ABOUT THE FACT THAT YOU CAN'T EXPAND RAM ON THE ALC A PRODUCT
EXCEPT BY CHANGING THE INTERNALS, THE MORE I THINK THAT THIS STRATEGY IS NOT
THE PROPER COMPETITIVE STRATEGY. WE MUST HAVE USER EXPANDABLE RAM MEMORY BY AN
EXTRA SLOT THAT DOESN'T DISTURB THE ROM SLOT. WHAT WOULD IT TAKE TO MAKE THIS
CHANGE IN THE ALC A ON ITS SECOND INTRODUCTION IN EARLY 1983, IN TIME AND
DOLLARS. SURELY YOU UNDERSTAND THAT IF IT IS EASY TO ADD RAM, MORE PEOPLE
WILL DO IT AND WE CAN MAKE EVEN MORE OF THE LUCRATIVE AFTER MARKET BUSINESS.
THE CURRENT TECHNIQUE REQUIRES AN UNBELIEVABLE PROBLEM FOR THE RETAILER TO
MANAGE HIS MIX OF 2K AND 6K RAM VERSIONS, AND I'M SURE IF YOU THOUGHT ABOUT IT
A BIT YOU WOULD CONSIDER ADDING ANOTHER 16K VERSION OF THE PDS 4000 PRODUCT.
THIS ABSOLUTELY THE WRONG WAY TO MANAGE INVENTORY AT RETAIL.

IS THERE ANY WAY THAT WE CAN CHANGE THE SKINS OF THE ALC A PRODUCT TO BE READY
IN TIME FOR INTRODUCTION TO HAVE A RAM PORT TO ELIMINATE THE NEED OF RETAILERS
AND TI HANDLING THE ABOVE INVENTORY MIX PROBLEM OF 2K, 6K AND 16K VERSIONS OF
THE PDS 4000.

FINALLY, ARE YOU PLANNING TO HAVE ANY BATTERY OPERATED RAM ADDITIONS IN THIS
NEW PORT? (I.E. THE CRAM FEATURE ON THE TI-88 AND THE MINI RAM FEATURE ON THE
99/4A)

GIVEN THE PORTABILITY ASPECT OF THE ALC, IT CLEARLY MAKES SENSE TO HAVE THE RAM
BE PORTABLE AS WELL. YOU REALLY NEED TO SERIOUSLY CONSIDER HOW TO GET THIS
FEATURE ON THE PRODUCT BEFORE WE TAKE IT TO MARKET WITHOUT DELAYING THE TIME
TO MARKET.

OF COURSE, YOU ALSO NEED TO HAVE A LANGUAGE ROM PORT IN ADDITION TO THE
APPLICATIONS PORT THAT IS ALREADY IN THE PRODUCT AND THE RAM PORT THAT I AM
TALKING ABOUT YOU ADDING NOW, AS I UNDERSTAND THE PASCAL REQUIREMENT AS WELL
AS FORTRAN IS ALREADY IN YOUR PLANS FOR FURTHER ENHANCEMENTS TO THE ALC
PRODUCT.

BILL TURNER